













**GOOD BREAD  
GOOD CAKES  
GOOD PIES**

Everything on baking day supremely  
GOOD—always—if you always use

**FIVE ROSES FLOUR**

UNBLEACHED  
44 WAIVE ASSNOW

**BETTER BREAD  
BETTER CAKES  
BETTER PIES**

Good conscientious housewives with the  
finest ideals as to purity in the food  
the secret use only FIVE ROSES FLOUR

Never a criticism if you always use FIVE ROSES FLOUR  
MADE OF THE WOODS MILLING CO., LTD.

## LIFE IMPRISONMENT.

This is Sentence Given Gunner  
Thomas Allen for Shooting Capt.  
Ellison at Esquimaux.

Victoria, June 16—Gunner Thomas  
Allen, accused of killing Capt. Ellison  
at Esquimaux, was today sentenced  
by Justice Murphy at the

prison sentence to imprisonment for  
the term of his natural life. Asked  
if he had anything to say Allen made  
a long rambling statement, at the  
conclusion of which the presiding  
judge told him that in his opinion  
the jury had taken a very merciful  
view of his crime and one which his  
friends might not agree, for he be-  
lieved Allen guilty of wild murder.

BUILDING CANADIAN NORTHERN  
TOWARDS ATHABASCA LANDING

Trains and Wreckers at the camp of Malcolm McCrimmon on the new Canadian Northern Railway line,  
north of Chilo.

ENDORSE MOTION  
OF SIR WILFRID

(Continued from Page Three.)

to urge that for the purpose of estab-  
lishing a line of fast steamers, Brit-  
tain, Canada and Newfoundland con-  
tribute an annual subsidy based on  
and in proportion to their wealth,  
population and trade interests of their  
respective countries, said that in 25  
years the Empire into Newfoundland  
from the United Kingdom had de-  
creased from 25 per cent to fifteen.

A broader proposition of the difference  
had gone to the United States, the  
reason being that while they had only  
a fortnightly service with Great Brit-  
tain the same as forty years ago they  
had several lines of communication  
between the United States and  
Newfoundland in addition to the  
practically daily freight service.

Whether Lord George said the  
practical difficulty was certainly  
very great for a service such as was  
proposed would have to depend upon  
passenger traffic as they could not  
begin to carry goods across the con-  
tinent involving transshipment, there-  
fore there would be considerable loss  
on the Pacific side, although it was  
possible that on the Atlantic side the  
necessary revenue might be obtained  
after some years. Another difficulty  
was in bringing the different parties

together to arrange the details of a  
deal of this kind and he thought the  
suggestion that the matter be refer-  
red to the proposed royal commis-  
sion was a very good one.

Premier Ward said he had the scheme  
been put forward merely for the pur-  
pose of carrying goods from New Zea-  
land to England it would be useless  
and impracticable, but the develop-  
ment of trade between Australia and  
New Zealand with Canada had always  
been an important consideration. In  
connection with the proposed  
through mail and passenger ser-  
vice to England, he would in view of  
the expression of opinion on the part  
of Britain and the other dominions,  
call the second portion of the am-  
endment and move the first amend-  
ment, which read as follows: "That  
in the interests of the Empire it is  
desirable that Great Britain should  
be connected with Canada and New-  
foundland and through Canada with  
Australia and New Zealand by the  
best mail service available and the  
resolution as amended was unani-  
mously agreed to."

Change of Time  
June 18, 1911Daily Limited The New Train  
of Luxury

Leave EDMONTON . . . . . 9 a.m.  
Arrive WASKATON . . . . . 8:45 p.m.  
Arrive WINNIPEG . . . . . 2:10 p.m.

New Electric Lighted Dining and Sleepers. Reading Lamp in  
Upper and Lower Berths.

SOLID VESTIBULE TRAIN.

Improved Service to Wabamun Lake and Edson

Daily excepting Sunday and Tuesday

SATURDAY CAMPER'S TRAIN, 1 P.M.

Further particulars from  
J. P. PHILLIP, City Passenger Agent,  
153 Jasper Avenue East. Phone 4057

GRAND PRAIRIE & PEACE RIVER  
DISTRICTSStage Line now running between Edson and  
Grande Prairie.

## STAGE LEAVING WEEKLY

Fare—Return Tickets \$60. Single \$40.  
Book early and have your seats reserved.

For Full information apply

EDSON & GRAND PRAIRIE TRANSPORTATION CO.  
324 JASPER E., EDMONTON.

## EDMONTON PORTLAND CEMENT COMPANY, Limited

CAPITAL STOCK \$1,500,000.

LIEUTENANT-GOVERNOR G. H. V. BULYEA, Chairman of the Board

## ARTICLE NUMBER 17.

The purpose of this article is to state  
briefly the financial methods which have  
been adopted by the Edmonton Portland  
Cement Company.

Plans as necessary to the successful  
development of a great business as archi-  
tecture is to building. And the first step in  
the organization of the Edmonton Portland  
Cement Company was the adoption of plans  
which were based on three considerations:

1. The quantity and quality of the ma-  
terials at hand.

2. The market conditions present and  
future.

3. The successful operation of the insti-  
tution as a going concern.

The first and second of these considera-  
tions have been so fully discussed in pre-  
vious articles as to require no reiteration  
here. They are summed up briefly in these  
simple facts: The Edmonton Portland  
Cement Company owns what is probably  
the largest known marl deposit in the world  
and also a vast bed of the very best blue  
clay. These materials are sufficient for the  
manufacture of at least 12,500,000 barrels  
of cement. True Portland Cement can be  
manufactured from these materials at a  
cost not exceeding 78 cents per barrel. The  
present price of Portland Cement in this  
market is about \$3.45 per barrel. The future  
development of this Northwest country will  
increase the demand for Portland Cement  
in the district to which Edmonton is the  
gateway from 400,000 barrels a year at  
present to ten times that amount in five  
years. The Edmonton Portland Cement  
Company has only assumed a price of \$3.05  
per barrel on its product and there is no  
probability that the price of Cement will  
ever go as low as that in this market, for  
the reason that the Edmonton price will  
always be the Eastern mill price plus the  
freight rate to this district.

## SIZE OF THE PLANT.

In determining the size of the plant a  
1500 barrel mill was decided upon for two  
reasons:—First, because a 1500 barrel mill  
is as large a plant as can certainly be finan-  
ced in this community; and second, because  
it is desirable to keep the output well within  
the local market. When Portland Cement  
is shipped more than 800 miles the freight  
charge becomes the greater part of the  
selling price. As the business of the Edmon-  
ton Portland Cement Company has been  
planned, the average haul from the plant

will be less than 250 miles, and the average  
haul from the plant will be less than 250  
miles, and the average freight rate per bar-  
rel less than 30 cents. The price of Portland  
Cement in the Edmonton district is based  
on a haul of more than 2,000 miles. That is  
to say, from fifty to ninety per cent. of the  
Portland Cement used in the Edmonton dis-  
trict will always come from Ontario or the  
States. The price in this district will always  
be the Eastern mill price of about \$1.25 per  
barrel plus a freight rate of about  
\$1.85 to \$2.20 per barrel. By keeping its out-  
put well within the Edmonton market, The  
Edmonton Portland Cement Company can  
sell its product at the price necessarily fixed  
by the Eastern mills, or at least \$3.15 per  
barrel, less a freight charge of not more  
than 30 cents per barrel. All of which means  
a profit of at least \$2.00 per barrel. This is  
why a 1500 barrel mill was decided upon.

## COST OF THE MILL.

The cost of a 1500 barrel mill, as deter-  
mined by Messrs. R. D. Hassan and T. J.  
Klossoski is about \$630,000. A working  
capital of \$170,000 was decided upon, mak-  
ing a total of the cash required at \$800,000.  
To obtain this amount of money nine thou-  
sand and shares of stock have been offered to  
the public, which less the promoters' fees of  
10 per cent., will yield the Company \$810,-  
000 net.

All of this stock is being sold in Edmon-  
ton and vicinity for two reasons:

1. There is ample money in this com-  
munity to finance this enterprise.

2. The stock is too good an investment  
for there to be any reason why a dollar of  
it should go elsewhere. A security that will  
pay 40 per cent. annual dividends and  
double in value in two years should be kept  
at home.

The Company's financial plans are based  
on three propositions:

1. To keep out of debt.  
2. To employ the most thorough and  
scientific business methods.

3. To absolutely protect the interests  
of the shareholders.

The Company will keep out of debt by  
always providing the funds for its opera-  
tions before any undertaking is entered  
upon. As an illustration of this, contracts  
for construction are only let as the funds  
have been actually obtained.

But the most important practical appli-  
cation of the principle of keeping out of debt  
is the provision of an ample working cap-  
ital. The operating expenses of the Edmon-  
ton Portland Cement Company will be  
about 20,000 per month as follows:

Expenses of a year's operations:  
Coal, 37,800 tons at \$2.50 . . . \$94,700  
Labor . . . . . 108,800  
Gypsum 870 tons at \$8.00 . . . 6,960  
Edmonton Office . . . . . 5,500  
Small supplies and repairs . . . 10,000  
Depreciation . . . . . 9,360  
Insurance and Taxes . . . . . 4,680

Average monthly expense . . . \$243,000  
Average monthly expense . . . 20,250

## WORKING CAPITAL

A working capital of \$170,000 has been  
provided for which will be sufficient for  
eight months operations. Portland Cement  
is strictly a 60 day commodity, and  
therefore, a working capital of \$170,000 will  
put the Company always on the safe side of  
its bank account by more than \$100,000.  
The advantage of an ample working  
capital in enabling the Company to plan its  
operations long in advance to adjust its out-  
put and business to market conditions, and  
especially to have coal and materials con-  
stantly on hand for year-around operations,  
is incalculable.

In a recent magazine article Mr. John D.  
Rockefeller made the statement that the  
great success of the Standard Oil Company  
had been due to two facts.

1. Ample capital always provided long  
in advance of requirements.

2. Well considered plans always deter-  
mined upon long in advance of operations.

In other words, to put the proposition  
into epigrammatic form, success follows  
knowing what you are going to do and hav-  
ing the money to do it with.

COMPANY'S METHODS AIM FOR  
RESULTS.

The financial methods of the Company  
are all directed toward the accomplishment  
of four results:

1. Economical production.  
2. Sales in advance of manufacturing.  
3. Prompt collections.  
4. Safeguarding disbursements.

The first three are their own recommen-  
dation and require no explanation. As to the  
fourth it is only necessary to explain that  
the funds of the Company are paid out only  
on the order of the Board of Directors and  
upon duly approved vouchers signed by  
three directors. Cheques against the Com-  
pany's Bank accounts are made only to the  
bank in payment of approved vouchers and  
these cheques require two signatures. As  
will be seen every disbursement of the  
Company requires five signatures of its di-  
rectors.

## CONSERVATION IN OPERATIONS.

The interests of the shareholders are be-  
ing protected by keeping the Company out  
of debt, and by a steady advance in the price  
of the shares.

As has already been explained ample  
capital will be provided for the operations  
of the Company so the dangers of debts will  
always be avoided. And the funds of the  
Company will be provided solely by the sale  
of the stock. There will be no bond issue to  
involve or impair the interests of the share-  
holders.

As has been shown heretofore, the Com-  
pany will easily be able to pay a dividend of  
40 per cent. on its entire capital stock. This  
should make the shares worth \$200 as soon  
as the mill is in operation, but in addition to  
this, the book value of the stock will be \$200  
per share when the first statement is pub-  
lished. Their statement will be substantially  
as follows:

Assets.  
Cash on hand for working capital. \$170,000  
Plant to cost . . . . . 630,000  
Raw materials purchased and suffi-  
cient for the manufacture of at  
least 12,500,000 barrels of Port-  
land Cement at 20 cents per  
barrel . . . . . 2,500,000

Liabilities. \$3,300,000

Capital Stock . . . . . \$1,500,000

Surplus to Shareholders 1,800,000 3,300,000

As the enterprise proceeds and the busi-  
ness is developed the stock will advance in  
price, and the shareholders who have shown  
their faith by helping to pioneer this great  
enterprise will soon see their faith reward-  
ed. The advance in the price of shares will  
begin between July 1st and 15th and as the  
development of the enterprise proceeds the  
advance will be about as follows:

July 15th . . . . . \$110.00 per share  
Sept. 1st . . . . . 125.00 per share  
Nov. 1st . . . . . 140.00 per share  
Jan. 1st . . . . . 160.00 per share  
June 1st . . . . . 200.00 per share.

Article No. 19 which will appear on next  
Tuesday will show how the price of the  
shares of the Edmonton Portland Cement  
Company is just as certain to advance with  
the development of the enterprise, as the  
best Real Estate in this City is certain to  
advance with the development of Edmon-  
ton.

Nearly a quarter of a million dollars of  
the stock has now been subscribed for.  
Those desiring shares may obtain all neces-  
sary information by inquiring at the Com-  
pany's Office, 400-1-2 MOSER-RYDER  
BUILDING, PHONE 2171.

GEORGE E. SNYDER

Fiscal Agents

ALLAN HAYNES





## BASEBALL, LACROSSE AND OTHER SEASONABLE GAMES

**TWO GAMES 3 O'CLOCK  
AND  
THIS EVENING AT 6:45**

three years.  
Saturday's match at Vancouver ended in a victory for the home team. The score was doubled on the championship, the final result being, 6-3. Ray Lalonde scored three of these. Vancouver in the first period in spectacular style.

TODAY'S		Wen Last Pct.
...	36 19	.655
...	36 20	.643
...	35 21	.625
...	33 31	.426
...	22 30	.423
...	12 41	.226

ings to Mr. Ash, has many  
times to a summer in it. The team  
could be sent without any of the petti-  
cious of direct from London in  
each other travelling such as chairs  
from train to boat and vice-versa,  
while it would enable us to have com-  
plete supervision over the food and  
attendance as reserves in the event of  
an accommodation of our competitors.

22	39	.425	peared
12	41	.226	tion,

adequate supervision over the food and attendance as reserves in the event of the need for the accommodation of our competitors.

to do

22	39	.425	peared
12	41	.226	tion,

adequate supervision over the food and attendance as reserves in the event of the need for the accommodation of our competitors.

## AROUND THE CITY

## LOCAL

Mr. Mr. Pearson will reach his farewell address as pastor of Grace church on Sunday.

Spence and Stoney claim which the city will be required to pay. The city will be required to pay the money to the city. The city will be required to pay the money to the city.

The Salvation Army band received a shipment of new instruments this morning. This will furnish the band with a complete set of instruments.

The Sunday afternoon temperance meeting will be held as usual at the Graham Theatre at four o'clock.

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## Costello &amp; Ryan

118 Jasper East

Phone 4851

## Sunset Park

This beautiful subdivision of a limited number of lots is now on sale at our office containing in all 110 lots and located on a fast growing part of the City—close in and facing on the St. Albert trail joining north east corner of Sherbrook all high and dry lots, this is a grand opportunity for the investor as these will double in value by next year.

Terms and prices are from

\$175 to

\$250 Lot

One-quarter cash, balance 6, 12, 18 months at 8 per cent.

## Costello &amp; Ryan

THE LAND MEN

118 Jasper East

## MUST PAY CITY LICENSE

The hearing of the case against the Hardy, Corbett Company, charged with non-payment of the license for required by the city, was continued in the police court this morning when the company was found guilty and allowed a few days in which to pay the fee, failing which the money will be required. In the evidence it was shown that the company carried on a storage business in addition to the cartage business. J. T. J. Collins, for the defendant company, contended that the storage business was an essential part of the cartage business and that for all practical purposes, the business was one. He argued that as the company was assessed for license last year it might be assumed that when the assessment roll for this year was made up, the company would appear with a similar assessment for the present year, and that as under the provisions of the charter a license fee could not be collected from any person paying a business tax in respect of the same business, the company could not be liable. J. C. F. Horn, for the city, was supported by Magistrate Cowan in his contention that two separate businesses were carried on in the same premises and that therefore, under the provisions of the charter, a tax for the one business did not exempt the company from payment of the license fee required for the other, and that further, as the assessment roll had been made up and made and might be appealed, this preliminary assessment could not be in any way binding on the company from liability for the license fee due at the present time.

**IN THE ESTATE OF WILLIAM ROSS, Deceased.**  
**NOTICE.**—HEREBY GIVEN that contrary and against claims against the Estate of William Ross, who died on or about the 21st day of December, A.D. 1910, are required, on or before the expiration of seven weeks from the first publication of this notice, to send by post, prepaid, or deliver to Messrs. Robertson, Dickson & Macdonald, Solicitors for the Administrators of the said Estate, of the National Trust Company, limited, their names, addresses and descriptions, and full particulars of their claims, and the nature of the security if any held by them, which will be required by statutory declaration.

**ADULTERATION NOTICE.**—That after the expiration of said period of seven weeks, the administrators will proceed to administer the assets of the said Estate amongst the parties entitled thereto, having regard only to the claims of which they shall then have notice.

**PILOT PUBLISHED** this 17th day of June, A.D. 1911.

Robertson, Dickson & Macdonald, Solicitors for the Administrators, The National Trust Company.

**THE AIRLIFTA GENTLEMEN'S SHIRT.** will afford the best satisfaction for summer wear. The price is \$1.25. A choice selection of ready to wear Suits and Hosiery to Hand.

**T. HENDER.** 132 Jasper Avenue West, Upstairs, Room 2.

**St. Paul's Church**

Corner Shaw Street and Kingsdale Avenue.

An Ice Cream Social and Sale of Aprons and Children's Dresses will be held on the lawn of the church on THURSDAY EVENING NEXT, 22nd, at 7 o'clock.

**KEEP COOL**

By wearing our warm weather Underwear, short or long sleeves, two-piece or combination garments. Prices from \$1.00 per suit.

**Stanley & Jackson**

WINDSOR BLOCK

**MONEY WAKER**

Lot 105, R. L. 6, Isabella Street, between First and McDougall Sts. (with buildings)

**\$15,000. \$3,000 DOWN.**

**C. PLANITZ & CO.**

555 First St. South. Phone 2818.

## ALBERTA LOAN &amp; INVESTMENT CO., LTD

G. A. Brown, Managing Director.  
212 Jasper Avenue,  
First Street.

PHONE 4702

**First Street**

**\$7,500 Down**

**SYNDICATE AND HEMICK**

Double Corners with 2 1/2 Acres  
Home for \$40,000

S. N. Dimoline, Local Mgr.

**CHURCHES FAREWELL SERMON.**

The Rev. Robert Pearson, pastor of Grace Methodist Church, corner of Kensington and Sunnyside streets, will preach his farewell sermon in Grace church on Sunday evening, after nine years in Edmonton, he is leaving for Port Hope to take charge of the Methodist Church there.

**IS YOUR SKIN ON FIRE?**

Does it seem to you that you can't stand another minute of that awful burning heat?

That you MUST have relief?

That you MUST be cooled?

That you MUST have relief?

That you MUST be cooled?

That you MUST have relief?

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## The Store of Quality

B.C. Strawberries

Arriving daily, every box guaranteed.

**PRESERVING PINEAPPLES**

4, 5 and 6 FOR \$1.00

According to size.

**HALLIER & ALDRIDGE**

Phone 1227. 223 Jasper Ave. E.

**MASONS**

Those wishing to subscribe for the Edmonton Masonic Lodge Association, Limited, are requested to call at the office of the Association, 114 Jasper Ave. West at their earliest convenience.

C. E. MANUEL, Sec.-Treas.

**COAL**

For Norwood

Office at corner of Kirkman and Alberta.

**AUXILIARY COAL CO.**

Phone 4843

We have a number of lots half a dozen blocks from Norwood school, 2 1/2 acres, these lots should double in value within a year.

See us about acreage in "Norwood", half a mile from city limits. Also a number of splendid acres in Strathcona, one mile from Whyte Ave. to be sold at half their value.

**Hager & Richardson**

Real Estate Brokers

Loans, Insurance.

Phone 1882. 223 Jasper E.

**IMPERIAL FOUNDRY MACHINE CO. LTD.**

IRON AND BRASS FOUNDRY. ENGINE EXPERTS.

Machinery of all kinds made and repaired.

Phone 2562. 850 Eighth St.

**Money to Loan**

On first-class residential and business property at the lowest rates.

Building loans, farm loans and loans on personal property.

Mortgages and assignments for sale.

**The Capital Loan Co. Limited**

122 Macdonnell. Phone 602

**BRITISH PLATE GLASS**

Our Stock of Glass is Complete in All Lines

**Cushing Bros. Co. Limited**

Corner of Nansay & Elizabeth. Phone 1555.

## A Home on the Banks of the Beautiful Saskatchewan

Near University Grounds in the West End of Strathcona (soon will be South Edmonton) and very soon will be connected by the new

**AT BOTH ENDS**

Quality and Price—you will find us not "just about right," but exactly right.

We have here the kind of

**LUMBER**

that the Builder, the Carpenter and the ordinary mill wants, and the prices will move it out of the yard quickly—not keep it here.

On large quantities we are prepared to submit very attractive figures. If you have a job on hand, get our prices.

**D.R. FRASER & CO., LIMITED.**

281 Nansay Avenue. Phone 1215. Edmonton.

**Great West Live Stock Insurance Co., Ltd.**

Home Office: EDMONTON. Phone 2535.

Insure your horses against death from any cause in a local company. LOSSES PAID PROMPTLY.

W. R. HOWEY, Manager.

**The Acme Brick Co. Limited.**

Manufacturers of Uncompressed RED CLAY BRICK. Capacity 75,000 per day.

LET US QUOTE YOU PRICES. Rooms 15-22 Alberta Block.

**The Acme Brick Co. Limited.**

Phone 1622. 427 JASPER WEST, EDMONTON.

**SPRUGE AND POPLAR LUMBER**

BLANK, FIREWOOD, SAWDUST. Edmonton Lumber Co., Ltd. (Near the bridge.)

**Legal Forms**

We spared no expense or time in getting out our series of "Legal Forms." The best legal advice was obtained, and we believe our forms are the best prepared in the West.

You run no risk of complications when your transactions are recorded on these forms.

Phone us for a trial lot when next you need any. It will pay you and you will be glad that we have not drawn your attention to them.

**D.J. Young & Co., Ltd.**

Phone 1427. 251 Jasper Ave.

**MARRIAGE LICENSES**

JACKSON BROS. Leading Stationers.

Jasper Ave., Cor. Queen's, Edmonton.

**KILLEN & GILBERT**

A DOUBLE CORNER ON TWENTY-THIRD STREET AND MCKENZIE AVENUE IN GREAT ESTATE \$2,800, 6% TERMS.

**TERMS \$25 Cash**

Balance \$10 per month.

**For Sale by**

**L. L. Pearce**

138 JASPER AVE. EAST

Edmonton, Alta.

Phone 2145.











# THE LAST GREAT OPPORTUNITY

Offered by the Last Great West

Everyone with a knowledge of conditions now existing and to come, foresees the wonderful development that will take place in

## Athabasca Landing

"The Northern City"

—Where Rail and Sail Meet—

within the next few months. Athabasca Landing is in the same relative position today as Edmonton was five years ago; IT IS THE ONLY REAL

## "Gateway to the Wonderful North"

and it is bound to retain its strategic advantage as the natural head of the navigable waters of the Athabasca. Just look at the map of the province and see for yourself the exceptional geographical position occupied by the Landing. Settlers, traders, investors, contractors, etc., are flocking to Athabasca Landing by the thousand.

See Special Illustrated Description of

## Athabasca Landing

ON PAGE 1

Price of Lots

\$150 to \$600

1-4 CASH. BAL. IN, 12 & 18 MONTHS

## THIS IS Your Last Chance!

Athabasca Landing will have Railway Transportation in July making it the Head of Steel and the Head of Navigation, the place where rail and water meet, the Natural Metropolis of a country larger than England, France and Germany combined, and

## Is Richer in Known Resources Than Any Other Area North or West!

Do not hazard your savings in sub-divisions with a questionable value when you have the opportunity to buy

## Inside Property at Reasonable Prices

We are still selling at ground floor, first cost prices. Buy now before the rise; let your money work for you.

RELIABLE

—PHONE 4322—

# IMPERIAL AGENCIES

IMPERIAL BANK BUILDING

JAS AVENUE

EDMONTON, ALBERTA

RESPONSIBLE

—PHONE 4322—









